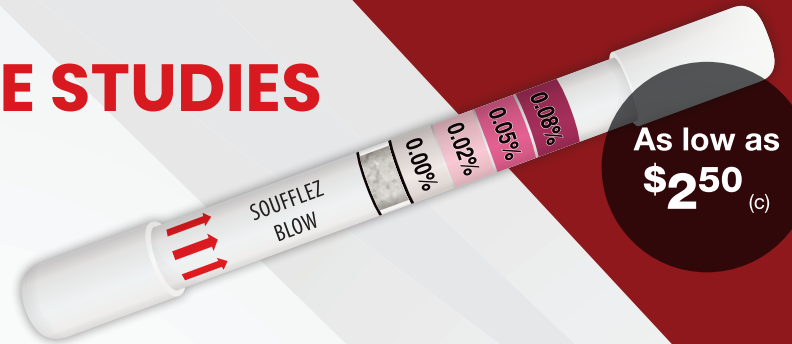


# SINGLE USE BREATHALYZERS – CASE STUDIES

## Success stories

Single use breathalyzers have been used in many promotional campaigns. We did over 3,000 different models so far. Here are some ideas for your customers.



### A. CAR DEALERS AND MANUFACTURERS

#### 1. Who is purchasing it?

Car dealerships, e.g. BMW.

#### 2. How did the dealership distribute the breathalyzers?

- As give-aways during vehicle test-drives.
- 5 units placed in the glove compartment with every car purchase.
- As rewards for customers who choose to have their car serviced at the dealership instead of the local mechanic shop. Example: *"Do your Oil Change or Tire Rotation at our dealership and get a free breathalyzer."*
- As Promotional Incentives in advertising: *"Visit our dealership to get a free breathalyzer!"*



### B. EVENTS

#### 1. Who is purchasing it?

All those companies that organize events where alcohol is served, such as Christmas events, wine and cheese parties, gala dinners, corporate meetings, etc.

#### 2. How was it distributed and its benefits?

- As give-aways placed beside each guest plate to raise awareness early in the event.
- People can test themselves before going home.
- A good way to convince a friend to take alternative transportation instead of driving.
- A good way to cover liability to organizer in case of an accident involving guests and alcohol consumption.



### C. GOLF TOURNAMENTS

(called the **Alco Tee**, a tee for the first hole and a breathalyzer for the... 19th hole)

#### 1. Who is purchasing it?

All golf tournament organizers.

#### 2. How was it distributed and its benefits?

- Given away at the beginning of the day or with each guest plate.
- Customized message and logo provides a branding opportunity.
- A good way to cover liability to organizer in case of an accident involving guests and alcohol consumption.
- Surely more original than golf balls!



## D. UNIVERSITIES AND COLLEGES

### 1. Who is purchasing it?

Student associations and schools.

### 2. How was it distributed and its benefits?

- At the beginning of school year as part of the welcome / orientation package.
- Given-away at each party.
- We want to ensure no accident happens involving students.
- Ethical and responsible that sends a positive message.



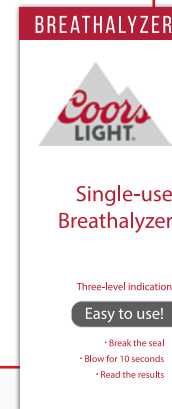
## E. WINE, BEER AND FOOD INDUSTRY

### 1. Who is purchasing it?

Wineries and beer companies, e.g. Coors, and over 30 different wine companies.

### 2. How was it distributed?

- Complementary with the purchase of wine and beer.
- Wine companies place the breathalyzer around the bottle's neck as an added value.
- Sends the right message: "Consume responsibly".
- More innovative than glasses or car openers!
- Beer companies have doubled their sales with this promotion.



## F. INSURANCE COMPANIES

### 1. Who is purchasing it?

Insurance companies, e.g. Prudential.

### 2. How was it distributed?

- At social events as a sponsorship opportunity.
- Complimentary with insurance renewal.
- Complementary with acquiring business insurance.
- Provides a responsible message and branding opportunity.



## DON'T FORGET...

- The single use breathalyzers are certified and listed with the FDA (Food and drug administration) proving its accuracy.
- MADD Canada endorsed for over 4 years now.
- Easy to use and no need for calibration.